



Association of
Medical Media

PRESIDENT'S LETTER – September 2011

I would personally like to encourage you to attend the upcoming AMM meeting on September 22. This meeting will not be held at our usual venue and will instead be held at the 3 West Club at 3 West 51st Street in NYC.

Over the past 18 months, the AMM Board of Directors has been working toward developing a plan to make AMM more valuable to the entire industry. At this meeting we will unveil this plan and announce what the future of AMM will look like.

In addition we will also be featuring a Media Roundtable on Multichannel Promotion. You won't want to miss it!

Finally, I would like to invite all of our nonmembers to become members of AMM. If you commit to 2012 membership now, we will waive the membership fee for the last quarter of 2011. Please email info@ammonline.org for more information. Now is the time to join. Find out why on September 22.

Sincerely,
Richard Roash
AMM President